

*Aikin-Lambert Company*

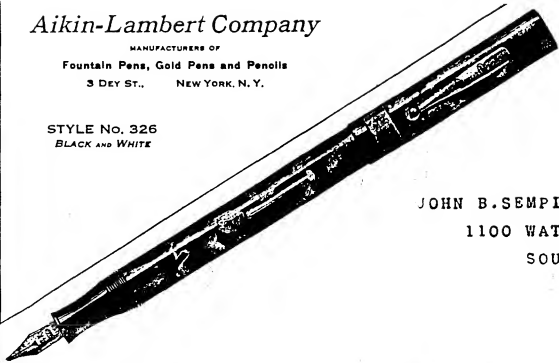
MANUFACTURERS OF

Fountain Pens, Gold Pens and Pencils

3 DEY ST., NEW YORK, N. Y.

STYLE No. 326

BLACK and WHITE



JOHN B. SEMPILL,  
1100 WATER ST.,  
SOUTH BEND, WASH.

Sec. 435½ P. L. & R.  
U. S. POSTAGE

**PAID**

NEWARK, N. J.  
PERMIT NO. 1299

THE "Mercantile"

## Aikin-Lambert Co.

THE "Capitol"

MANUFACTURERS AND EXPORTERS OF  
 FOUNTAIN PENS, GOLD PENS AND PENCILS  
 3 DEY STREET

NEW YORK

Mr. DEALER:

Hundreds of people in your immediate vicinity - students, business men and others - are seeking a good looking, thoroughly dependable writing instrument at a moderate cost.

The beautiful Aikin-Lambert styles shown and described in the enclosed folder have been especially designed to meet this ever-increasing demand. They offer amazing fountain pen values at popular prices!

With your particular markets in view, we have made up the following Assortment No. 37 which will help you make a quick turn-over - and with a 100% profit!

12 No. 2102	Black chased with clip	@ 1.50	\$18.00
3 No. 2001	Black chased short with clip	@ 1.50	4.50
3 No. 2002	Black chased short with ring	@ 1.50	4.50
2 No. 325	Blue with band, gold filled clip	@ 2.50	5.00
2 No. 326	Black & White w/band gold filled clip	@ 2.50	5.00
2 No. 327	Green with band gold filled clip	@ 2.50	5.00
2 No. 348	Brown with band gold filled clip	@ 2.50	5.00
2 No. 328	Blue short with ring	@ 2.50	5.00
2 No. 331	Green short with clip	@ 2.50	5.00
2 No. 333	Brown short with clip	@ 2.50	5.00
4 No. 7100	Black chased with clip	@ 2.00	8.00
Total 36	(TOTAL LIST PRICE OF 36 PENS IN 11 STYLES)....		\$70.00
	Special trade discount of 50%.....		35.00
	YOUR PROFIT.....		35.00

Less than three dozen the discount is 40%.

SPECIAL TERMS

3% Oct. 10th, 2% Dec. 10th, 1% Dec. 20th, Net Jan. 1st, 1932

Each and every Alco Pen is honestly and expertly made to deliver a long life of efficient writing service. These beautiful pens will not only increase your pen business right now but during the Fall activity of general business they will insure you many pen profits that you would otherwise miss.

For your convenience we are enclosing a self-addressed Order Blank. Send it in TODAY and cash in on this most extraordinary pen offer!

Yours very truly,

Aikin-Lambert Co.

**ALCO PENS  
ARE PERFECT WRITING  
INSTRUMENTS!**

*ALCO* PENS are honestly and expertly built—and from the very finest materials—by a firm that has specialized in fine pen making since 1864.

Every Alco Pen will be found a perfect writing instrument in every particular.

For instance, the sturdy, smooth-writing 14-kt. gold pen points are tempered and ground by experts and tipped with the finest grade of iridium.

The ink is delivered to the point in a constantly controlled flow and is available until the very last drop is used up.

The self-filling device fills the extra large ink reservoir completely, cleanly and quickly.

The grip section is scientifically shaped to insure writing comfort.

The threads inside the cap match perfectly the threads on the holder and thus assure a snug fit.

The clip is riveted attached and prevents pen from rolling off desk or falling out of pocket.

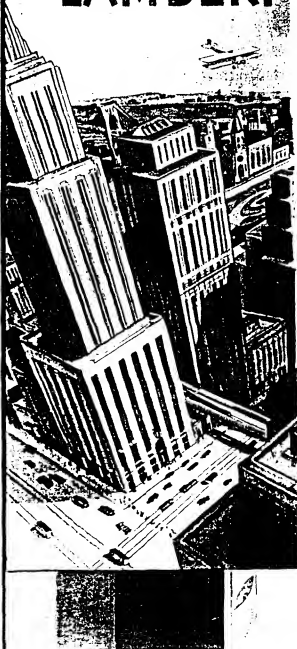
Alco Pens need no "breaking in." They write perfectly from the start and will continue to do so for many years.

We have some unusually liberal propositions for live dealers. Write to us today! Your inquiry will receive our immediate attention.

**AIKIN-LAMBERT CO.,**  
3 DEY STREET, NEW YORK

**AN ASSORTMENT OF  
POPULAR PENS by**

**AIKIN-  
LAMBERT**



# AN ASSORTMENT OF POPULAR PENS

by AIKIN-LAMBERT

THESE NEW and beautiful Aikin-Lambert pens have been designed to meet the ever growing demand for good looking, thoroughly dependable writing instruments at moderate prices. The Alco styles shown herein—particularly the long and short colored numbers—represent remarkable values in fountain pens. Their rich colorings—their "comfortable" design—their splendid pen points—and their very moderate prices, will instantly appeal to the student, the business man or any one who is seeking the very utmost fountain pen value for his money.

Style  
No. 2001



Style  
No. 329





Style  
No. 333

Style  
No. 331

Style  
No. 325

Style  
No. 326

Style  
No. 327

Style  
No. 348

Style  
No. 2102

Style  
No. 2002

No. 325, purplish blue with white mottling, gold-filled band, riveted attached gold-filled clip and lever. List Price \$2.50

No. 326, pearl and black, gold-filled band, riveted attached gold-filled clip and lever. List Price \$2.50

No. 327, green with white mottling, gold-filled band, riveted attached gold-filled clip and lever. List Price \$2.50

No. 348, brown with white mottling, gold-filled band, riveted attached gold-filled clip and lever. List Price \$2.50

No. 2001, short, Capital, black chased, with riveted attached nickel clip and lever. List Price \$1.50

No. 333, short, brown with white mottling, narrow gold-filled band, riveted attached gold-filled clip and lever. List Price \$2.50. No. 332, with ring. List Price \$2.50

No. 2102, Capital Cabinet, black chased, with riveted attached nickel clip and lever. List Price \$1.50

No. 329, short, purplish blue with white mottling, narrow gold-filled band, riveted attached gold-filled clip and lever. List Price \$2.50. No. 328, with ring, \$2.50

No. 331, short, green with white mottling, narrow gold-filled band, riveted attached gold-filled clip and lever. List Price \$2.50. No. 330, with ring. List Price \$2.50

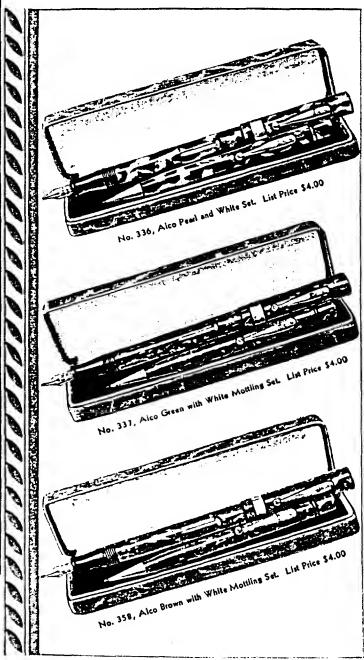
No. 2002, short, Capital, black chased, nickel ring and lever. List Price \$1.50

BEAUTIFUL PENS AT MODERATE PRICES



Alco Desk Sets are designed for use in well appointed offices and homes. Each set is equipped with a smooth-writing Aikin-Lambert Desk Set Fountain Pen.

Alco Pen and Pencil Sets, in attractive colors, are packed in handsome cases, make most appropriate gifts any season of the year. Pencils are of the very latest propel-repel type and perfectly match the pens.



BEAUTIFUL PENS AT MODERATE PRICES